



**Governor's Film and Television Commission**  
Tuesday, February 7, 2006 – 3:00 PM  
State Capitol Executive Tower – 2<sup>nd</sup> Floor Conference Room

**MINUTES**

**In Attendance:**

Tony Astorga, Barry Kluger, Karen Churchard, Steve Chucri, Kay Daggett, Michael Dixon, Richard Foreman, Sharon Harper, Charles Hyder, Deborah Johnson, Fred Johnston, Marv Kupfer, Shelli Hall-Lipinczyk, Don Livesay, Kee Long, Malachy Wienges, Margie Emmermann, Seth Mones, Gil Jimenez, Ken Chapa, Harry Tate, Eli Kluger, Jeff Schatzki, Kerri Morey

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**Call to Order**

Meeting called to order by Co-Chairs Astorga and Kluger at 3:06 PM.

**Arizona Film Office Update – Harry Tate and Ken Chapa, Arizona Department of Commerce**

**Legislative Update – Kerri Morey, Arizona Department of Commerce Legislative Affairs Office**

**Entertainment & Marketing Committee Report – Chairman Kluger**

Chairman Kluger reviewed the top 5 ideas developed by the Entertainment and Marketing Committee:

1. *Native American Music Awards*
2. *Latin Emmy/Grammy Awards*
3. *Develop Website and Email Newsletter*
4. *Arizona Film Festivals*
5. *Corporate and Tourism Outreach to Entertainment Industry*

**Business and Economic Development Committee Report – Chairman Astorga**

Chairman Astorga's Committee will be broken up into four working groups to accomplish the following goals. Chairman Astorga reviewed the 6 strategic initiatives developed by Business and Economic Committee:

1. *Education and Workforce Development*
2. *Physical Infrastructure*
3. *Business Innovation and Development*
4. *Capital Investment and Financing*
5. *Marketing and Public Relations*
6. *Legislative and Advocacy*

**General Discussion**

Chairman Astorga emphasized that the business plan is a start, and that this is a long-term process. Commissioners must take the initiative and start the course of action of putting the plan into effect.

One challenge is to create "brand awareness" and develop the film office's image. It is important that the private sector and legislature realize the enormous impact that film potentially has on Arizona. A few solutions are 1) The Brochure 2) a legislative awareness event, and 3) a gala celebrity event.

Chairman Kluger also suggested that a list of top industry people be created to distribute information to. Chairman Astorga discussed putting together a centralized database. It would be a "one stop shop" tool for interested parties, listing information on important industry stakeholders. This would help make the state office the definitive source regarding film in Arizona.

Mr. Foreman showed a video produced in 1991 directed toward the state legislature. The video showcased films and commercials shot in Arizona and discussed the industry's economic impact.

**Announcements**

Phoenix is accepting applications for the position of Program Manager at the city film office.

**Adjournment**

Meeting adjourned at 5:26PM.